

First Golf Tourney Of Season Played At St. Augustine

City Championship Matches Bring 48 Entries in Hot- ly Contested Play; Much Entertaining on the Side

ST. AUGUSTINE, Fla., Jan. 28.—The first big tournament of the season started this week on the St. Augustine Golf Links, and the number of players entered far exceeded those of last season's opening event. The play is for the championship of St. Augustine.

A gold medal will be given for the best qualifying score. The St. Augustine Hotel trophy goes to the winner of the first division. The victor in the second division will be awarded the Ponce de Leon trophy, and the Fort Marion trophy goes to the winner of the third division.

Qualifying rounds were played on Tuesday and there were forty-eight entries. Prizes were given for the low qualifying score for eighteen holes, and a prize was awarded for the winner of each division. A large gallery followed the players, and the clubhouse was a scene of gaiety with luncheons each day and finishing with a large tea dance this afternoon.

There was much social activity throughout the week, with luncheons, dinners and dances at the private homes, two dances at the Hotel Alcazar and the nightly supper dances in the grill. The Alcazar Casino was the most popular place to-night when a large gathering watched the water polo and other sports in the swimming pool.

Captain Joseph S. Tate, U. S. A., who recently returned from Coblenz, Germany, and Mrs. Tate have been entertaining their friends here for the past week prior to their going to San Antonio, Texas, where Captain Tate will be stationed. They gave a luncheon on Thursday afternoon at the clubhouse of the St. Augustine Golf Links. On Friday they gave another luncheon party at the same place for fourteen covers, among whom were Brigadier General and Mrs. Martin D. Hardin, Mrs. Hollingsworth Anderson, Mr. and Mrs. Arthur Beckman Barrett, Colonel and Mrs. Frederic H. Sargent, Dr. and Mrs. A. H. Walker, Major and Mrs. Walter Moore, Mr. and Mrs. Thomas Shackford, Mr. and Mrs. John A. Hart, Mrs. C. F. Lovell, Miss Clarissa Anderson and Miss Sargent.

On Saturday night Captain and Mrs. Tate gave a dinner in the grill of the Hotel Alcazar where they entertained Mr. and Mrs. Lawrence Lewis, Mrs. J. K. Wise, Mr. and Mrs. J. D. Puller, Mr. and Mrs. F. W. Kirtland, Colonel and Mrs. Frederic H. Sargent, Mrs. H. N. Rodenbaugh, S. S. Cameron and Homer Sargent.

Many New York Guests Registered at Alcazar
Mr. and Mrs. John B. Coles Tappan, of New York, came last week to the Hotel Alcazar and will remain for the season. They registered at the St. Augustine Golf Links and are enthusiastic golfers.

Mr. and Mrs. Daniel Cady, of New York and Burlington, Vt., are at the Alcazar for the week and later will go to Miami, where they have a winter home.

Mrs. Edward E. Read and her young daughter, Constance, who have been at Palm Beach for some time as the guests of Mrs. Read's father, Julian B. Fairchild, arrived at the Alcazar this week and will remain here for several days prior to leaving for their home in Brooklyn.

Mrs. Benedict Holden and her daughter, Miss Ruth Holden, who with Mr. Holden have been at the Ponce de Leon for more than a week, left Thursday for Palm Beach, where they will remain for the rest of the season. Mr. Holden will return north.

Charles F. Mitchell and Cyrus C. Chamberlain, of New Haven, have been at the Alcazar Hotel for some time and are enthusiastic golfers.

General and Mrs. Martin D. Hardin entertained a luncheon and bridge this week in honor of Mrs. Hollingsworth Anderson. Following the luncheon eight tables of bridge were played. Those winning were Mr. and Mrs. Edwin E. Woodcock, Mrs. Florence B. Sumner and Mrs. John H. Hewson.

Mr. and Mrs. John H. Hewson are entertaining at their home on Sevilla Street, Mrs. Robert E. Wright, of Washington, a sister of Mrs. Hewson.

Mrs. Florence B. Sumner, who is a season guest at the Ponce de Leon, entertained a theater party of twenty-four guests on Monday night, after taking her guests to the Ponce de Leon for supper.

Mrs. James Prescott Martin gives bridge for Mrs. Andrews.

Mrs. James Prescott Martin and her daughter, Miss Dorothy Helen Martin, of Philadelphia, who are passing the winter at the Ponce de Leon Hotel, entertained at a bridge party of seventeen tables on Tuesday evening in the drawing rooms of that hotel. The affair was given in honor of Mrs. Hollingsworth Anderson and Miss Grace Grist. The latter their guest at the hotel. Supper was served after the games. Among the guests were Mr. and Mrs. J. L. Ketterlinus, Mrs. Charles M. Swift, Mrs. Florence B. Sumner, Miss Amy MacMillan, General and Mrs. Martin D. Hardin, Mr. and Mrs. John H. Hewson, Mrs. George M. Fletcher, Mrs. John Donald MacLennan, Mr. and Mrs. Edwin E. Woodcock, Mrs. Louis J. Hopkins, Colonel and Mrs. Frederic H. Sargent, Mrs. Robert E. Wright, Mrs. Reginald White, Mrs. John MacGonigle, Mrs. Charles C. Claggett, Dr. and Mrs. O. W. Huntington, Mrs. Howard Eckers, Miss Angela Bates, Mrs. Henry M. Spades, Mrs. M. Pierce, Captain and Mrs. Henry Marquette, Mrs. W. E. Pierce, Miss Florence Eckers, Mrs. Joseph S. Tate, Miss Duncan Puller, Miss Elizabeth Biggs, Miss Louise Kellogg, Miss Fannie Kenan, Mr. and Mrs. Arthur Beckman Barrett, Mr. and Mrs. Horace Smith, Mr. and Mrs. Joseph Rechner, Mrs. Emily Lloyd Wilson, Mr. and Mrs. George Miller, Major and Mrs. Walter Moore, Mr. and Mrs. Cyril Spades, Mrs. Clarissa Anderson, Mr. and Mrs. Thomas Shackford, Miss Isabel Hicks, Mr. and Mrs. John A. Hart, Mr. and Mrs. Clarence A. Lamont, Miss Marguerite Gibbs, Mrs. John Dimmick, Paul Geyer Barrett, Clement Terwilliger, J. H. Ralph, Major and Mrs. Louis McLain and Miss Fitch.

Mrs. Lawrence Lewis and her children, Lawrence, Jr. and Miss Molly, returned this week from a visit to White Sulphur Springs, Va., and Wilmington, N. C., where they had been guests of Mr. Lewis's parents, Mr. and Mrs. Andrew Lewis, since the Christmas holidays. Mr. and Mrs. Andrew Lewis will arrive this week and be the guests of Mr. and Mrs. Lawrence Lewis for two weeks.

Mr. and Mrs. Arthur Beckman Barrett entertained at a bridge this week in an informal way at their home, Dream Harbor, on San Marco Avenue, in honor of Mrs. Hollingsworth Anderson. Following the games a buffet supper was served.

Arrivals at the Ponce de Leon this week included Miss Angeline L. Gervy, Mr. and Mrs. A. K. Potter, Mr. and Mrs. Jerome C. Allen, Mr. and Mrs. E. H. Hays, Mr. and Mrs. Hale Hamilton, Mr. and Mrs. Joseph Korn, Mrs. Charles Bandy, William B. Bandy, Mr. and Mrs. Joseph Cutler, of Brooklyn, and Mr. and Mrs. Charles G. Sanford, of Bridgeport, Conn.

At the Alcazar from New York are Mr. and Mrs. John B. Coles Tappan, Mr. and Mrs. Charles Buckley Hubbard, Albro Albin, Mr. and Mrs. J. D. Anderson,

St. Petersburg, Fla., Voices Claim to Weather Record

New Mayor of Resort Sends Message to Friends Here: Thermometer Up to 77; Many New Yorkers There

ST. PETERSBURG, Fla., Jan. 28.—Frank Fortune Pulver, new Mayor of St. Petersburg, is so afraid that his New York friends won't know that the town he now rules is making a new record in the way of weather at this season of the year that he has sent out the message far and wide that the thermometer hangs around the 77-degree mark and cannot be induced to go down lower.

Charles D. Newton, Attorney General of New York, and George W. Aldrich, Collector of the Port of New York, have been invited by Mayor Pulver to visit St. Petersburg at the time it is hoped President Harding will be here.

Mrs. Martha B. Falconer, of New York, who has just returned from a lecture tour which took her to Spokane, is the guest of her sister, Mrs. Robert B. McLeod, who has a winter home here.

Recent arrivals at St. Petersburg from New York include Mr. and Mrs. S. W. Helm, Mount Vernon; Mr. and Mrs. George W. Robinson, Fairport; Mrs. Michael H. Cardoso and son Herman, Miss Lillian C. Hart, New York City; D. E. Huiman, New York City; Dr. and Mrs. H. A. Eastman, Mrs. W. J. Penn, Mrs. Marion Skipp, Miss Bertha Skipp, Jamestown; Dr. and Mrs. James H. Stibbins, Miss Marie Manning, Clay City; Mrs. H. E. Williams, New York City; Mr. and Mrs. August Bauer, Brooklyn; Professor Justin H. Smit, New York City; Willard A. Wood, Jamestown; Mrs. L. D. Come, Fairport; Mr. and Mrs. C. B. Woods, Rochester; Mr. and Mrs. F. W. Livermore, New York City; Mrs. Henry Hanson, Mrs. Anne Harvey, Rochester; Mr. and Mrs. W. S. Hawkins, Waterville; Mr. and Mrs. Charles Brown, Mrs. Louise Little Brown, Brooklyn; A. L. P. Deyo, Little Falls; E. J. Kilduff, New York City; Miss Mary Baldwin, Miss Jane Van Cleave, New York City; Mr. and Mrs. Charles Beiner and daughter, Stapleton; Mrs. A. C. Johnson, New York City; Miss Ida E. Walker, Middletown; Mrs. Aurie I. McGinn, New York; Mr. and Mrs. John G. Sautier and Miss Rice, Buffalo; O. Keiser, New York City; Carl Stein, New York City; Mrs. Mary Watson, Canandaigua; Mr. and Mrs. F. A. Cody and Mrs. M. Tyler, Vernon.

Mr. and Mrs. M. D. Whitford, Syracuse; Mr. and Mrs. A. H. Winchell, Cortland; Mr. and Mrs. Jack Brett and daughter, Binghamton; Mr. and Mrs. George Codrington, Yonkers; Clifford H. Miller, Huntington, L. I.; Mr. and Mrs. G. A. Weston, Aven; B. D. Ferguson, New York City; Mr. and Mrs. L. N. Groucher and son, Mrs. Kitty Dear, Canandaigua; Mr. and Mrs. Franklin P. Davis, Mount Vernon; Mr. and Mrs. H. L. Brown and daughter, Waterville; Mr. and Mrs. Aurie I. McGinn, New York; Mr. Le Grand Parish, Mrs. C. L. Zeltz, New York City; The Rev. Charles Cook, New York; Mr. and Mrs. John Ward and two daughters, Lyndonville; Mr. and Mrs. H. M. Gutzberger, New York; J. H. Bourke, The Gas Bourke, Miss Helen Bourke, Binghamton; Milton A. Ringland, Rochester; Mrs. B. S. Kennedy, Port Chester; J. H. Passmore, Margaret, Pennsylvania; Olan; Mabel Abbey, Edward Reynolds,

Mr. F. N. Randall, Ripley; Mr. and Mrs. Edwin C. Wood, Rockaway Beach; William F. Shut, White Plains; Mr. and Mrs. A. H. Winchell, Cortland; Mrs. and Mrs. George E. Barons, Hilton; Miss A. Estelle Carpenter, Liberty; Mr. and Mrs. Miland Taylor, Lowville; Mr. and Mrs. C. H. Mastin, Newburgh; Mrs. David H. Lyon, Mr. and Mrs. Charles P. Lyon, Harrison; Mr. and Mrs. P. G. Udell, Miss Marjorie Udell, Celia M. Udell, Spencerport; Mr. and Mrs. George Chouteau, Mrs. W. De Lany, A. M. Molloy, Mrs. and Mrs. Charles L. Crothers, C. J. Thompson, Rochester; Mr. and Mrs. J. J. Lewis, Bayview; William Bates, Miss Margaret Lant, Howard, Buffalo; Mrs. and Mrs. Helen Peters, Brooklyn; the Rev. and Mrs. C. Brock, Miss Mary Reiss, Mr. and Mrs. John G. Sautier, D. M. Rogers, Edward W. Howard, Buffalo; Mrs. and Mrs. Sherman Morse, Richard Morse and Mrs. E. M. Morse, Canandaigua.

Mr. and Mrs. Fred Conely, West Coxsack; Mrs. David W. Nelson, Rockaway Beach; Oliver Hurst, Amsterdam; Mr. and Mrs. D. E. Conine, Mr. and Mrs. William Hendricks, Bath; Mr. and Mrs. S. T. Messner, Dr. and Mrs. S. H. Shuman, Henry Gardner, Binghamton; Harrison Chapman, Mr. and Mrs. Frank S. Jones, Miss Blanche Metzger, Elmira; C. L. Wheeler, Rochester; Mr. and Mrs. R. F. Seely, Waterville; Mr. and Mrs. Alfred Farnett, Canastota; Mr. and Mrs. David M. Mattison, Mrs. Bessie Brown, New York City; Mrs. John C. Robinson, Norwich; Edmund Loring, Mr. and Mrs. Clarence Jones, Mrs. S. Brown, Schenectady; Mr. and Mrs. Charles F. Coy, Yonkers; Mr. and Mrs. R. C. Baldwin, Mr. and Mrs. Burr N. Noble, Addison; Mr. and Mrs. Joel A. Cooper, Aledale; Mr. and Mrs. J. H. Barker, Mrs. Cornelia Gray, Geneva.

Mr. and Mrs. C. J. Arnold, Leon Arnold, Jamestown; Mr. and Mrs. J. D. Helm, Morrisville; Mr. and Mrs. H. H. Willoughby, Newport; Mrs. Belle McCrum, Oneonta; Blanche Moore Curtis, Mrs. Elma Powers, Oswego; J. L. Hinds, Syracuse; Mr. and Mrs. Edward C. Smith, Utica; Mr. and Mrs. F. A. Leary, Vernon; Mr. and Mrs. James Bartie, Waterville; Mr. and Mrs. J. K. Brown, Ruth Irene Brown, Waterville; Mr. and Mrs. Joseph A. Hinde, Waterville; Mr. and Mrs. Joseph P. Lefrois, Webster; Mr. and Mrs. Preston K. Patterson, Mrs. Albert S. Watson, Waterville; Mr. and Mrs. W. Gray Vernon, Waterville; Mr. and Mrs. George Watlington, Mrs. William A. Orr, Yonkers.

Tampa Has Lively Week With D. A. R. Convention

ST. PETERSBURG, Fla., Jan. 28.—With the D. A. R.'s in convention here, the clubwomen of the city spent a busy week entertaining their sister clubwomen from all over Florida and from outside the state. Mrs. William N. Reynolds, of Winston-Salem, as candidate for president general of the national society was the honor guest at a number of functions. The national election will be held in Washington in April.

With the invitations just issued for the wedding of Miss Mary Trice Lewis, daughter of Mr. and Mrs. A. C. Lewis, the week was filled with a series of dinners, luncheons and afternoon teas in honor of the bride-to-be. Miss Lewis will be married to George K. Schae Howell, of Rhine, N. Y., next Thursday.

General W. B. Haldeman, of Louisville, accompanied by Mrs. Haldeman and their daughter, Mrs. Frazier Bonner, spent several days at Tampa on their way to their beautiful winter home at Naples-on-the-Gulf.

Mr. and Mrs. George A. Farnham, of Sarasota Springs, are season guests at the Tampa Bay.

Many Americans Arrive On Each Ship at Havana

Season Is in Full Swing; Plan Broadway Successes at the National Theater

HAVANA, Jan. 28.—The season here is a gay one, with Americans arriving each day prepared to enjoy everything that Havana offers the tourist. Plans are under way for engaging leading New York theatrical success for production here in the National Theater. Secundo Banes, president of the Gallego Club, owners of the theater, has been in conference with representatives of the producers.

General Manager Bruen of the Oriental Racing Course has just announced the second half of the winter stake events are now to be decided. There will be 107 days of racing, concluding with the Derby on March 24.

The Sevilla is crowded and the night dances are the thing. The afternoon tea dances in the Palm Garden are very popular. The guest list includes the following from New York: Mr. and Mrs. Jessie White, George Houston, Mr. and Mrs. Leo H. Quinn, Charles Mitchell, E. P. Swenson, Percy Rockefeller, Guy Carey, Lee Olwell, T. H. Jenkins, J. Rice, D. Feehan, Mrs. W. B. Reid, Miss A. M. Crosby, P. H. Kings, C. Louise Faine, Mr. and Mrs. Waite Snow, Mr. and Mrs. William Greenbaum, E. E. Taskford, Mr. and Mrs. H. P. Hascenoy and Miss Hascenoy, Mr. and Mrs. W. Vanderhook, William Derfinger, Mrs. Thomas F. Deagan, Miss Adele Ray, Mr. and Mrs. A. M. McWilliams, Mrs. Estephe, Miss and Mrs. John and Mrs. Hal Stevens and Mrs. and Mrs. John Golden.

The foreign list includes W. S. Daniel, from London; Mrs. Yglesias and Fernando Ricot, from Rome; Gabriel A. Lopez Siles, from Buenos Aires, and Lopez Ullas, from Lauen.

Mr. and Mrs. C. J. Arnold, Leon Arnold, Jamestown; Mr. and Mrs. J. D. Helm, Morrisville; Mr. and Mrs. H. H. Willoughby, Newport; Mrs. Belle McCrum, Oneonta; Blanche Moore Curtis, Mrs. Elma Powers, Oswego; J. L. Hinds, Syracuse; Mr. and Mrs. Edward C. Smith, Utica; Mr. and Mrs. F. A. Leary, Vernon; Mr. and Mrs. James Bartie, Waterville; Mr. and Mrs. J. K. Brown, Ruth Irene Brown, Waterville; Mr. and Mrs. Joseph A. Hinde, Waterville; Mr. and Mrs. Joseph P. Lefrois, Webster; Mr. and Mrs. Preston K. Patterson, Mrs. Albert S. Watson, Waterville; Mr. and Mrs. W. Gray Vernon, Waterville; Mr. and Mrs. George Watlington, Mrs. William A. Orr, Yonkers.

Belleair Enters Gayest Season Since Before War

Country Club Opens and Many New Yorkers Give Din- ners and Luncheons

BELLEAIR, Fla., Jan. 28.—The season is now in full swing, with guests here from all parts of the country, giving promise of the gayest year since the days before the war.

Horseback riding is more popular than ever and parties of three or four are scouring the surrounding country every day. The swimming pool is alive with bathers and spectators just before the luncheon hour. The tennis courts are kept busy, the one-time champion, Clarence Hobart, being a regular competitor. For those who like game fishing it has never been better in the Gulf of Mexico, while others prefer trap-shooting or motoring to the neighboring towns, Tampa, Tarpon Springs and St. Petersburg. In the evening there are usually some twenty or thirty bridge tables going, movies three times a week, and then there is always dancing. The first yachting party of the season was brought here by F. S. Fish, of Chicago, who sailed into the harbor early in the week on board the Lady Grace.

The Country Club opened its doors for the season the middle of the week and was gay. A number of the cottagers and hotel guests gave luncheons and dinners. Among these were Mrs. F. Montgomery Flagg, Mr. and Mrs. Grantland Rice, Mr. and Mrs. Ring Lardner, Mrs. Mary Wilson Preston, Don Parker, Mr. and Mrs. John McE. Bowman, Mr. and Mrs. Earle E. Carley, Mrs. Myra D. Patterson, Alfred Schmid, Mr. and Mrs. George K. Morrow, Mr. and Mrs. Aiken, Mr. and Mrs. D. T. Matlack and Miss Elizabeth Emerson, all of New York.

Mr. and Mrs. C. J. Arnold, Leon Arnold, Jamestown; Mr. and Mrs. J. D. Helm, Morrisville; Mr. and Mrs. H. H. Willoughby, Newport; Mrs. Belle McCrum, Oneonta; Blanche Moore Curtis, Mrs. Elma Powers, Oswego; J. L. Hinds, Syracuse; Mr. and Mrs. Edward C. Smith, Utica; Mr. and Mrs. F. A. Leary, Vernon; Mr. and Mrs. James Bartie, Waterville; Mr. and Mrs. J. K. Brown, Ruth Irene Brown, Waterville; Mr. and Mrs. Joseph A. Hinde, Waterville; Mr. and Mrs. Joseph P. Lefrois, Webster; Mr. and Mrs. Preston K. Patterson, Mrs. Albert S. Watson, Waterville; Mr. and Mrs. W. Gray Vernon, Waterville; Mr. and Mrs. George Watlington, Mrs. William A. Orr, Yonkers.

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of New York; Mr. and Mrs. Wyman Carroll, of Norwich, Conn.; Mr. and Mrs. A. Valentine and Ott C. Wells, of Chicago; Mr. and Mrs. E. L. Ford, Mr. and Mrs. J. B. Schlotman, Mr. and Mrs. E. D. Speck, Mr. and Mrs. George Kervin and Mrs. H. M. Torrey, all of Detroit; T. W. Weeks, Cornwall-on-Hudson, N. Y.; Benton Tomkins, Summit, N. J.; Mr. and Mrs. P. W. Vail, Newark, N. J.; Mr. and Mrs. Louis Brown, and Mr. and Mrs. Wayne Rawley, of Pittsburgh; Mrs. Florence Buzby, of Philadelphia; Mrs. W. G. Lentz, Jenkintown, Pa., and Mr. and Mrs. D. Meade Massie, of Chillicothe, Ohio.

Many New York Guests at Ambassador, Atlantic City
ATLANTIC CITY, Jan. 28.—Miss Jean Valle, of New York, has arrived at the Ambassador to spend a fortnight. Other New Yorkers at the hotel are Mrs. Fay Perkins, Mr. and Mrs. Theodore Warner, Miss Annette Harris, Mrs. George Hebert, Mr. and Mrs. Charles E. Fricks and W. G. Kaufman, Jr., of Pittsburgh; Mrs. Florence Buzby, of Philadelphia; Mrs. W. G. Lentz, Jenkintown, Pa., and Mr. and Mrs. D. Meade Massie, of Chillicothe, Ohio.

A Presentation of New Modes

By the Courtesy of
Hickson
will be made at the
Plaza Hotel, During the Tea Hour
Four to Five Thirty O'Clock
Tuesday Next
January Thirty-first, Nineteen Twenty-two

PRE-INVENTORY SALE OF FURS



Adhering to our established policy not to carry garments over from one season to another this Pre-Inventory Sale beginning January 30th includes Furs from both our Wholesale and Retail Departments.

Consistent with this policy the prices here shown offer the suggestion for wise discrimination in the purchase of quality furs at savings worth while.

Coats . Capes and Wraps

	Original Prices	Reduced Prices
Chinchilla	\$6000 to 15000	\$3000 to \$10000
Broadtail	3750 to 9500	2000 to 6500
Mink (Full length)	1350 to 4000	875 to 28.0
Alaska Seal (Full length)	900 to 1200	650 to 900
Hudson Seal (30 to 40 in)	300 to 450	225 to 350
Hudson Seal (45 to 48 in)	550 to 1150	375 to 750
Mole	400 to 1250	275 to 750
Squirrel (Full length)	550 to 975	425 to 750
Persian Lamb	425 to 950	325 to 700
Raccoon	385 to 775	290 to 625
Beaver	400 to 600	300 to 450
Muskrat	200 to 450	125 to 350
French Seal (Imported Dye)	225 to 400	145 to 235

Exceptional Opportunity To Secure
Neck Scarfs, Stoles and Muffs
SELECTED FROM OUR REGULAR STOCK
At One-half Original Prices

These scarfs and stoles especially adapted for the popular Spring and Summer wear, made doubly attractive by the present reduction price.

This collection includes Foxes of various colors, Natural and Black Lynx, Natural and Dyed Squirrel, Mink, Mole, Martens, Iceland Krimmer, Natural and Fisher Dyed Raccoon, ranging in price from \$10.00 to \$75.00. Sale on Second Floor.

Men's Fur-Lined Coats

Men's Fur-lined Coats including Scotch and English Mixtures; Kerses and Meltons. Linings of Iceland Krimmer; Seal-Dyed Nutria, Kolinsky and Mink. Collars of Muskrat, Otter, Seal Dyed Otter and Seal.

Original Prices \$200 to \$900
Reduced Prices \$100 to \$575

Motor and Outing Fur Coats

Women's Motor and Outing Coats, in a wide range of lengths and designs. Leopard, Pony, Hair, Seal, Australian Opposum and Nutria.

Original Prices \$185 to \$650
Reduced Prices \$100 to \$475

Fashions that are Southern

FIRST thoughts in the New Salons have been for the Woman who expects to tea in the Coconut Grove or to cycle along the Boulevards of Palm Beach.



New Hand Knitted Dresses in plain and fancy weaves of silk and wool in ravishing color combinations are assembled together with Sweaters in Nature's own hues.

Filmy Frocks of chiffon, organdie, lace and net, Wraps for day or evening and Adorable Hats in a varied collection of smart new designs have taken their respective places throughout the Salons.

Smart Tweed Suits in bright colorings for Travel and Sportswear. Softly draping Afternoon frocks of Canton crepe and chiffon will mingle with the gatherings at teatime in the Coconut Grove and the Smart Hotel.

Palm Beach Salons, Royal Poinciana Grounds

Gidding
Ladies
FIFTH AVENUE
55th Street - 57th Street
New York

Established 1902
**MAISON
BERNARD**
22 East 57th Street
Between Fifth Avenue and Madison Avenue



The Rage of Biarritz

A most charming Renee model, consisting of Gown and Cape for Sport wear (which has created a furore at the southern French resorts) developed in an exquisite new knitted silk Crepe fabric called Veleite, in many varieties of color such as biscuit and jade, amethyst and grey, black and white, etc., correctly reproduced in our own workrooms and remarkably low priced.

\$50

ONE OF A NEW COLLECTION OF DISTINCTIVE SPORT MODELS FOR WEAR AT PALM BEACH AND OTHER SOUTHERN RESORTS.